

**IN THE UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF TEXAS
MARSHALL DIVISION**

GEOTAG, INC.,

v.

2:10-cv-265

**FRONTIER COMMUNICATIONS CORP.,
et al.,**

GEOTAG, INC.,

v.

2:10-cv-272

YELLOWPAGES.com LLC

GEOTAG, INC.,

v.

2:10-cv-569

GEORGIO ARMANI S.P.A., *et al.*,

GEOTAG, INC.,

v.

2:10-cv-570

AROMATIQUE, INC., *et al.*,

GEOTAG, INC.,

v.

2:10-cv-571

GUCCI AMERICA, INC., *et al.*,

GEOTAG, INC.,

v.

2:10-cv-572

STARBUCKS CORP., *et al.*,

GEOTAG, INC.,

v.

2:10-cv-573

RENT-A-CENTER, INC., *et al.*,

GEOTAG, INC.,

v.

2:10-cv-574

THE WESTERN UNION COMPANY, *et al.*,

GEOTAG, INC.,

v.

2:10-cv-575

ROYAL PURPLE, INC., *et al.*,

GEOTAG, INC.,

v.

2:10-cv-587

YAKIRA, L.L.C., *et al.*,

GEOTAG, INC.,

v.

2:11-cv-175

WHERE 2 GET IT, INC., *et al.*,

GEOTAG, INC.,

v.

2:11-cv-403

ZOOSK, INC.

GEOTAG, INC.,

v.

2:11-cv-404

**EYE CARE CENTERS OF AMERICA, INC.,
et al.,**

GEOTAG, INC.,

v.

2:11-cv-405

CIRCLE K STORES, INC., *et al.*,

GEOTAG, INC.,

v.

2:11-cv-421

AMERCO, *et al.*,

GEOTAG, INC.,

v.

2:11-cv-424

7-ELEVEN, INC., *et al.*,

GEOTAG, INC.,

v.

2:11-cv-425

SUNBELT RENTALS, INC.

GEOTAG, INC.,

v.

2:11-cv-426

CLASSIFIED VENTURES, LLC

GEOTAG, INC.,

v.

2:12-cv-43

CANON INC., *et al.*,

WHERE 2 GET IT, INC.,

v.

2:12-cv-149

GEOTAG, INC.

GEOTAG, INC.,

v.

2:12-cv-436

AMERICAN APPAREL INC.

GEOTAG, INC.,

v.

2:12-cv-437

ABERCROMBIE & FITCH CO.

GEOTAG, INC.,

v.

2:12-cv-438

AMERICAN EAGLE OUTFITTERS INC.

GEOTAG, INC.,

v.

2:12-cv-439

ANN INC.

GEOTAG, INC.,

v.

NEW ASHLEY STEWART, INC.

2:12-cv-440

GEOTAG, INC.,

v.

BILLABONG RETAIL INC.

2:12-cv-441

GEOTAG, INC.,

v.

CATALOGUE VENTURES, INC.

2:12-cv-442

GEOTAG, INC.,

v.

BURBERRY LIMITED

2:12-cv-443

GEOTAG, INC.,

v.

**BURLINGTON FACTORY WAREHOUSE
CORPORATION**

2:12-cv-444

GEOTAG, INC.,

v.

CACHE INC.

2:12-cv-445

GEOTAG, INC.,

v.

THE WILLIAM CARTER COMPANY

2:11-cv-446

GEOTAG, INC.,

v.

CHARMING SHOPPES INC.

2:12-cv-447

GEOTAG, INC.,

v.

CHICO'S FAS INC.

2:12-cv-448

GEOTAG, INC.,

v.

CITI TRENDS INC.

2:12-cv-449

GEOTAG, INC.,

v.

CLAIRE'S BOUTIQUES, INC.

2:12-cv-450

GEOTAG, INC.,

v.

COLDWATER CREEK INC.

2:12-cv-451

GEOTAG, INC.,

v.

DAVID'S BRIDAL INC.

2:12-cv-452

GEOTAG, INC.,

v.

DEB SHOPS INC.

2:12-cv-453

GEOTAG, INC.,

v.

DELIAS INC.

2:11-cv-454

GEOTAG, INC.,

v.

DESTINATION MATERNITY CORPORATION

2:12-cv-455

GEOTAG, INC.,

v.

DIESEL U.S.A. INC.

2:12-cv-456

GEOTAG, INC.,

v.

DONNA KARAN INTERNATIONAL INC.

2:12-cv-457

GEOTAG, INC.,

v.

2:12-cv-458

**LVMH MOET HENNESSY LOUIS VUITTON
INC.**

GEOTAG, INC.,

v.

2:12-cv-459

DOTS, LLC

GEOTAG, INC.,

v.

2:12-cv-460

DRAPER'S & DAMON'S INC.

GEOTAG, INC.,

v.

2:12-cv-461

EDDIE BAUER LLC

GEOTAG, INC.,

v.

2:12-cv-462

ESPRIT US RETAIL LIMITED

GEOTAG, INC.,

v.

2:11-cv-463

FACTORY CONNECTION LLC

GEOTAG, INC.,

v.

THE FINISH LINE INC.

2:11-cv-464

GEOTAG, INC.,

v.

FOREVER 21 RETAIL INC.

2:12-cv-465

GEOTAG, INC.,

v.

FORMAL SPECIALISTS LTD.

2:12-cv-466

GEOTAG, INC.,

v.

**FREDERICK'S OF HOLLYWOOD STORES
INC.**

2:12-cv-467

GEOTAG, INC.,

v.

GROUPE DYNAMITE, INC. D/B/A GARAGE

2:12-cv-468

GEOTAG, INC.,

v.

GUESS? RETAIL INC.

2:12-cv-469

GEOTAG, INC.,

v.

H&M HENNES & MAURITZ LP

2:12-cv-470

GEOTAG, INC.,

v.

HANESBRANDS INC.

2:12-cv-471

GEOTAG, INC.,

v.

HOT TOPIC INC.

2:12-cv-472

GEOTAG, INC.,

v.

HUGO BOSS FASHION INC.

2:12-cv-473

GEOTAG, INC.,

v.

J. CREW GROUP INC.

2:12-cv-474

GEOTAG, INC.,

v.

JIMMY JAZZ INC.

2:12-cv-475

GEOTAG, INC.,

v.

2:12-cv-476

JOS. A. BANK CLOTHIERS INC.

GEOTAG, INC.,

v.

2:12-cv-477

ALCO STORES INC.

GEOTAG, INC.,

v.

2:12-cv-478

FRED'S INC.

GEOTAG, INC.,

v.

2:12-cv-479

BAKERS FOOTWEAR GROUP

GEOTAG, INC.,

v.

2:11-cv-480

BROWN SHOE COMPANY INC.

GEOTAG, INC.,

v.

2:12-cv-481

COLLECTIVE BRANDS INC.

GEOTAG, INC.,

v.

2:12-cv-482

CROCS INC.

GEOTAG, INC.,

v.

2:12-cv-483

DSW INC. D/B/A DSW SHOE INC.

GEOTAG, INC.,

v.

2:12-cv-484

FLEET FEET INC.

GEOTAG, INC.,

v.

2:12-cv-485

FOOT SOLUTIONS INC.

GEOTAG, INC.,

v.

2:12-cv-486

GENESCO INC.

GEOTAG, INC.,

v.

2:12-cv-487

HEELY'S INC.

GEOTAG, INC.,

v.

JUSTIN BOOT COMPANY

2:12-cv-488

GEOTAG, INC.,

v.

AMERICAN GREETINGS CORPORATION

2:12-cv-520

GEOTAG, INC.,

v.

HALLMARK CARDS, INC.

2:12-cv-521

GEOTAG, INC.,

v.

HICKORY FARMS INC.

2:12-cv-522

GEOTAG, INC.,

v.

SPENCER GIFTS LLC

2:12-cv-523

GEOTAG, INC.,

v.

INTERNATIONAL COFFEE & TEA, LLC

2:11-cv-524

GEOTAG, INC.,

v.

2:11-cv-525

THINGS REMEMBERED, INC.

GEOTAG, INC.,

v.

2:12-cv-526

THE YANKEE CANDLE COMPANY, INC.

GEOTAG, INC.,

v.

2:12-cv-527

BOSE CORPORATION

GEOTAG, INC.,

v.

2:12-cv-528

GUITAR CENTER INC.

GEOTAG, INC.,

v.

2:12-cv-529

PROGRESSIVE CONCEPTS INC.

GEOTAG, INC.,

v.

2:12-cv-530

24 HOUR FITNESS WORLDWIDE INC.

GEOTAG, INC.,

v.

2:12-cv-531

BALLY TOTAL FITNESS CORPORATION

GEOTAG, INC.,

v.

2:12-cv-532

BARE ESSENTIALS INC.

GEOTAG, INC.,

v.

2:12-cv-533

BIOSCRIP INC.

GEOTAG, INC.,

v.

2:12-cv-534

CRABTREE & EVELYN

GEOTAG, INC.,

v.

2:12-cv-535

CURVES INTERNATIONAL INC.

GEOTAG, INC.,

v.

2:12-cv-536

GOLD'S GYM INTERNATIONAL INC.

GEOTAG, INC.,

v.

GREAT CLIPS INC.

2:12-cv-537

GEOTAG, INC.,

v.

L.A. FITNESS INTERNATIONAL INC.

2:12-cv-538

GEOTAG, INC.,

v.

LIFE TIME FITNESS INC.

2:12-cv-539

GEOTAG, INC.,

v.

M.A.C. COSMETICS INC.

2:12-cv-540

GEOTAG, INC.,

v.

MERLE NORMAN COSMETICS

2:11-cv-541

GEOTAG, INC.,

v.

**VITAMIN COTTAGE NATURAL FOOD
MARKETS, INC.**

2:12-cv-542

GEOTAG, INC.,

v.

REGIS CORPORATION

2:12-cv-543

GEOTAG, INC.,

v.

SALLY BEAUTY SUPPLY LLC

2:12-cv-544

GEOTAG, INC.,

v.

SEPHORA USA INC.

2:12-cv-545

GEOTAG, INC.,

v.

TONI&GUY USA, LLC

2:12-cv-546

GEOTAG, INC.,

v.

**ULTA SALON, COSMETICS & FRAGRANCE,
INC.**

2:12-cv-547

GEOTAG, INC.,

v.

VITAMIN SHOPPE INDUSTRIES, INC.

2:12-cv-548

GEOTAG, INC.,

v.

2:12-cv-549

EYEMART EXPRESS, LTD.

GEOTAG, INC.,

v.

2:11-cv-550

LUXOTTICA RETAIL NORTH AMERICA INC.

GEOTAG, INC.,

v.

2:12-cv-551

NATIONAL VISION INC.

GEOTAG, INC.,

v.

2:12-cv-552

U.S. VISION INC.

GEOTAG, INC.,

v.

2:12-cv-553

WILD BIRDS UNLIMITED INC.

GEOTAG, INC.,

v.

2:12-cv-554

JOS. A. BANK CLOTHIERS INC.

GEOTAG, INC.,

v.

BUTH-NA-BODHAIGE INC.

2:12-cv-555

GEOTAG, INC.,

v.

PSP GROUP, LLC

2:12-cv-556

GEOTAG, INC.,

v.

RITZ INTERACTIVE LLC

2:12-cv-557

**DEFENDANT’S RESPONSE TO PLAINTIFF’S
MOTION FOR EXTENSION OF TIME**

Defendant 24 Hour Fitness Worldwide, Inc. respectfully opposes GeoTag’s Motion for Extension of Time to Secure New Counsel. (*See, e.g.,* Case No. 2:10-cv-570, Dkt. No. 510 (“Motion”)). GeoTag’s Motion demonstrates that it has not complied and will likely not comply with this Court’s recent Order. Accordingly, Defendants respectfully request that the Court enforce its Order and dismiss these cases absent the appearance by September 13th of counsel fully able to prosecute these cases.

In the Court’s August 30, 2012 Order Denying Motions to Withdraw As Counsel, the Court stated that it would “not grant withdrawal without substitute counsel capable of prosecuting Plaintiff’s claims within the scheduled time frame.” (*See, e.g.,* Case No. 2:10-cv-570, Dkt. No. 505 (“Order”) at 15 (emphasis added)). By filing the present Motion for more

time to find counsel able to prosecute its claims, and by making clear that it has only retained “local counsel,” GeoTag admits that it is not in compliance with the Court’s Order.¹

Moreover, the reasons stated in support of GeoTag’s Motion do not provide any legitimate basis for failing to comply with the Court’s Order and do not demonstrate good cause for the requested extension. For instance, the “size, scope and complexity” of the litigation are not recent events that legitimately impeded GeoTag’s search for substitute counsel. GeoTag has had numerous law firms previously involved in this dispute, but has relieved all of them of their duties.² Indeed, last August when these cases already had several hundred defendants, GeoTag had its then-counsel withdraw and substituted in the two firms that now presently seek to

¹ During a telephonic meet-and-confer held on September 10, 2012, Mr. Andrew Spangler—who has entered an appearance as local counsel on behalf of GeoTag—indicated to Defendants that he had not been retained for the purpose of prosecuting GeoTag’s claims. Moreover, Mr. Spangler’s recent Notice of Appearance filed with this Court confirms that he has been retained only “as local counsel.” (*See, e.g.*, Case No. 2:10-cv-570, Dkt. No. 509).

In addition, the Motion confirms that GeoTag retained Mr. Spangler to only “act as local counsel” while GeoTag requests “an additional 14 days to assemble its full team of lead counsel” who would ostensibly be tasked with prosecuting this case within the scheduled time frame. (Motion at 28). Indeed, GeoTag’s Proposed Order requests an extension of time “to retain new counsel capable of prosecuting Plaintiff’s claims.” (Motion at Proposed Order).

² For instance, as indicated by the docket sheet, the following firms have entered appearances on behalf of GeoTag and been subsequently terminated in *GeoTag Inc. v. Yellowpages.com LLC*, Case No. 2:10-cv-272 (the following list does not include all firms that have entered appearances and been subsequently terminated in other GeoTag cases):

- Friedman Suder & Cooke – Terminated November 8, 2010;
- Knisely, Prehoditch & Panzer, PC – Terminated November 8, 2010;
- Collins Edmonds & Pogorzelski, PLLC – Terminated August 5, 2011;
- Charles van Cleef, Attorney at Law, PC – Terminated August 5, 2011;
- Ireland Carroll & Kelley – Terminated August 10, 2011;
- Buether Joe & Carpenter, LLC – Seeking Withdrawal as of August 29, 2012; and
- The Ni Law Firm PLLC – Seeking Withdrawal as of August 29, 2012.

withdraw.³ GeoTag was aware of the complexities associated with finding and retaining suitable counsel at least as of that time. Further, any issues of scope and complexity are the result of GeoTag's strategic decision to simultaneously sue hundreds of parties. GeoTag should not be permitted to fail to comply with Court Orders and continue to delay the prosecution of these cases based on an alleged "complexity" hardship that GeoTag itself has caused. *See Finisar Corp. v. DirecTV Group, Inc.*, 424 F. Supp. 2d 896, 900 (E.D. Tex. 2006) (request for delay of deadline denied because reason for delay was "fully in control of" movant).

Therefore, it is clear that GeoTag has not yet retained substitute counsel fully able to prosecute its claims as required by the Court's Order. Accordingly, the under-signed Defendants respectfully request that the Court deny GeoTag's Motion for Extension of Time to Secure New Counsel, and, unless GeoTag fully complies with the Court's Order by September 13, 2012, that the above-captioned cases be dismissed.

³ *See, e.g.*, Case No. 2:10-cv-570, Dkt. No. 294 (requesting substitution of the Ni Law Firm, PLLC for Collins, Edmonds & Pogorzelski, PLLC and Cooper & Van Cleef, PLLC), and Case No. 2:10-cv-571, Dkt. No. 253 (requesting substitution of Buether Joe & Carpenter, LLC for Collins, Edmonds & Pogorzelski, PLLC and Cooper & Van Cleef, PLLC).

Dated: September 11, 2012

Respectfully submitted,

/s/ Adam D. Swain

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**COUNSEL FOR DEFENDANT
24 HOUR FITNESS WORLDWIDE INC.**

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a true and correct copy of the above and foregoing document has been served on September 11, 2012, to all counsel of record who are deemed to have consented to electronic service via the Court's CM/ECF system per Local Rule CV-5(a)(3).

/s/ Adam D Swain

Adam D. Swain